

11/7/2017

VIA ELECTRONIC FILING

Ms. Marlene Dortch
Secretary
Federal Communications Commission
The Portals
445 12th Street SW
Washington DC 20554

Re: Notice of Ex Parte - Wireless Emergency Alerts (WEA) – Docket # 15-91

Dear Ms. Dortch:

On November 7, 2017, Hutch McClendon, John Anderson, and Keith Kaczmarek (by phone) representing AC&C, LLC met with James Wiley, as well as Megan Henry and Linda Nagel (by phone), all of the Public Safety and Homeland Security Bureau, to discuss the Commission's Further Notice of Proposed Rulemaking on Wireless Emergency Alerts.

We discussed the importance, identified in the record, of geo-targeting alerts. If the cell broadcast of the alert covers the entire alert area, and the polygon/alert area information is sent with the alert message, the device has the information it needs to use its location based technology to determine if it is within the alert area. If the device is within the alert area it can display the message with a map, the outline of the polygon and the device's location inside the polygon, thus personalizing the alert. If the device is not in the area, it will not play it. For more details of the record supporting the requirement that the polygon coordinates be included with the alert message in the 360 characters, please see Attachment 1.

While in most cases the cell broadcast alert will carry farther than the alert area, the device will geo-fence the message to the alert area. The benefit of an integrated network/device-based solution is that any devices outside of the alert area will receive the message but not play it, thereby addressing the over-alerting problem raised throughout the record by numerous alert originator/public safety officials.

If you have any questions, please feel free to contact me.

Sincerely,

/s/

William Hutchinson McClendon, IV

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cc: James Wiley
Linda Nagel
Megan Henry